

FIG. 1

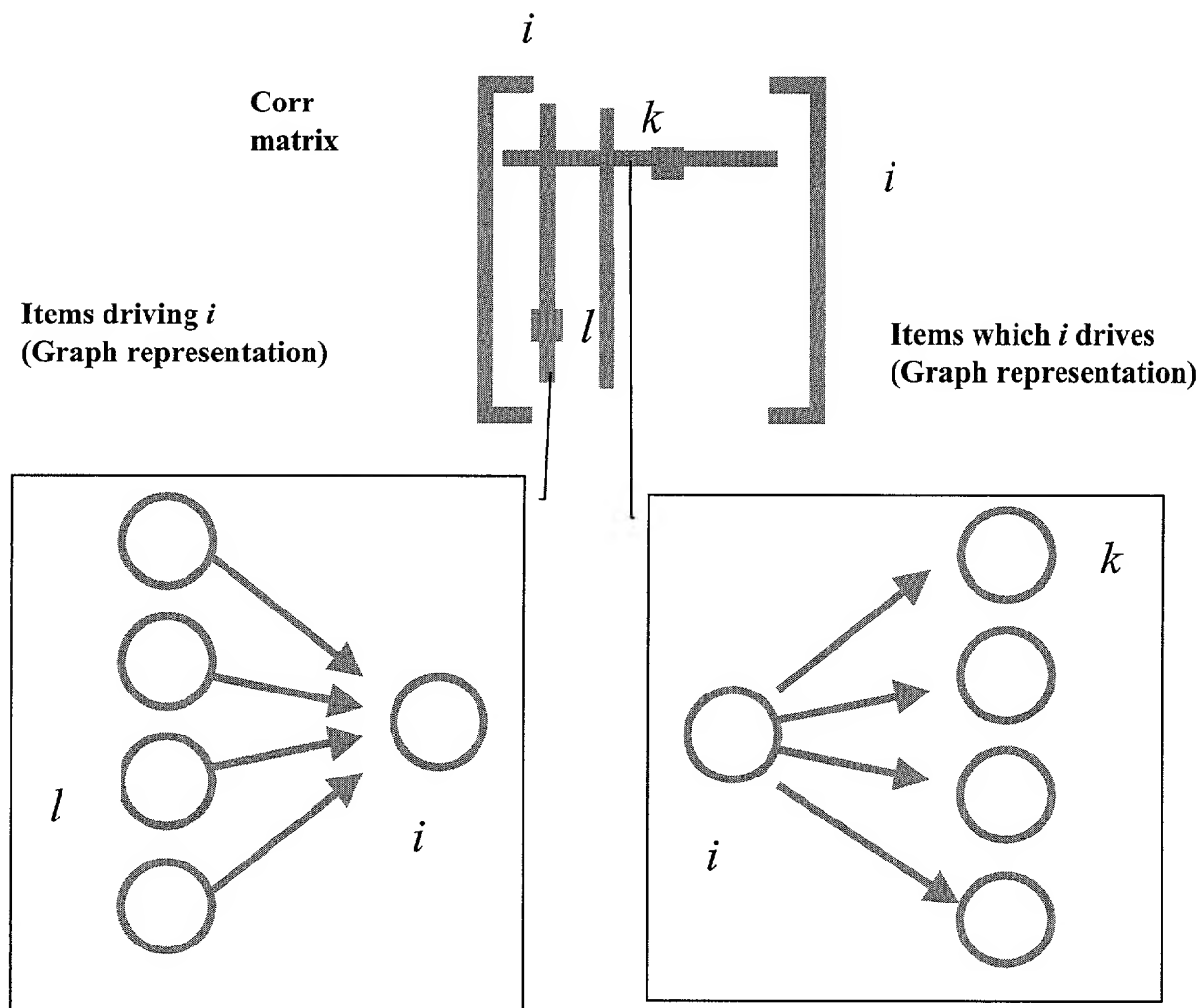


FIG. 2

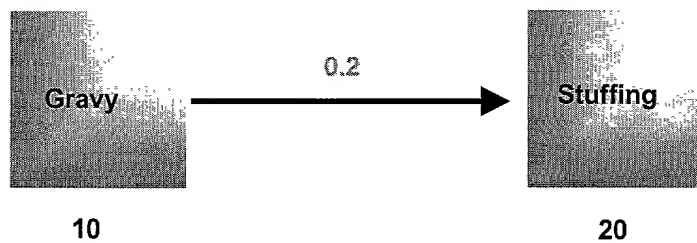


FIG. 3

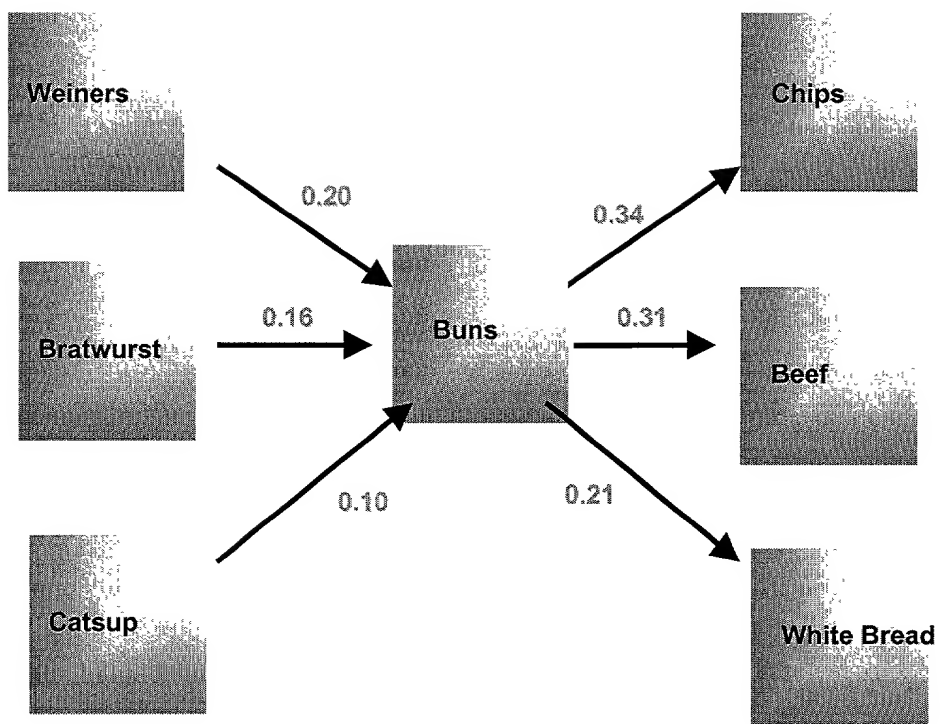


FIG. 4

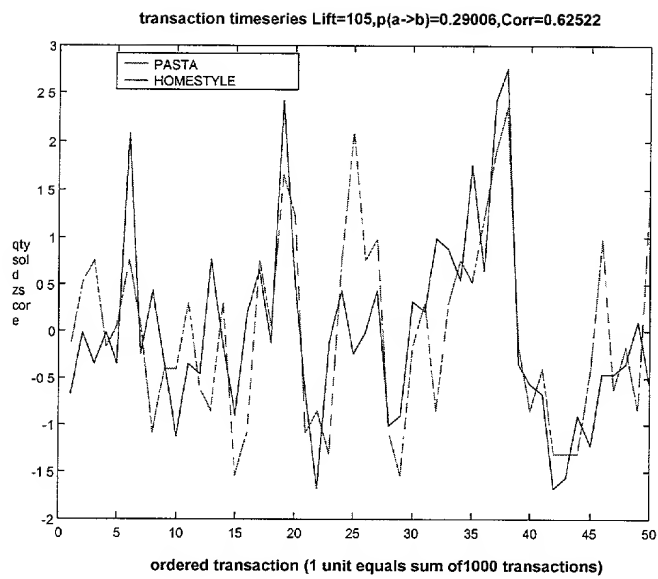


FIG. 5

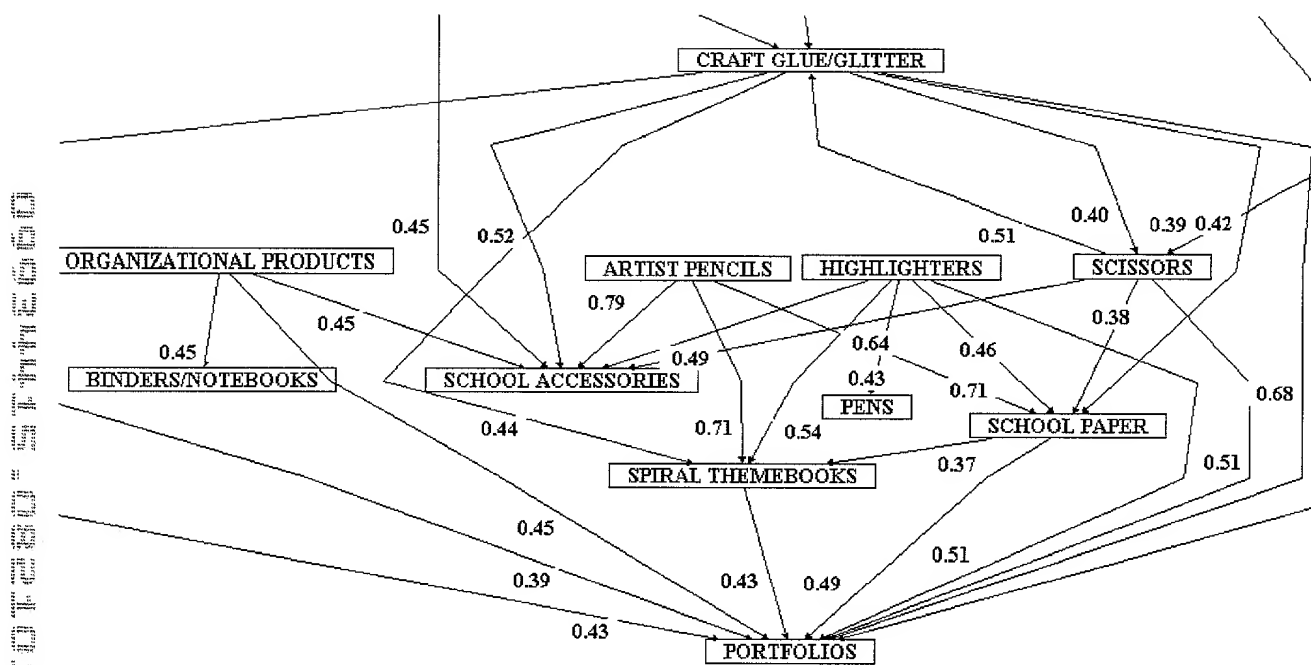


FIG. 6

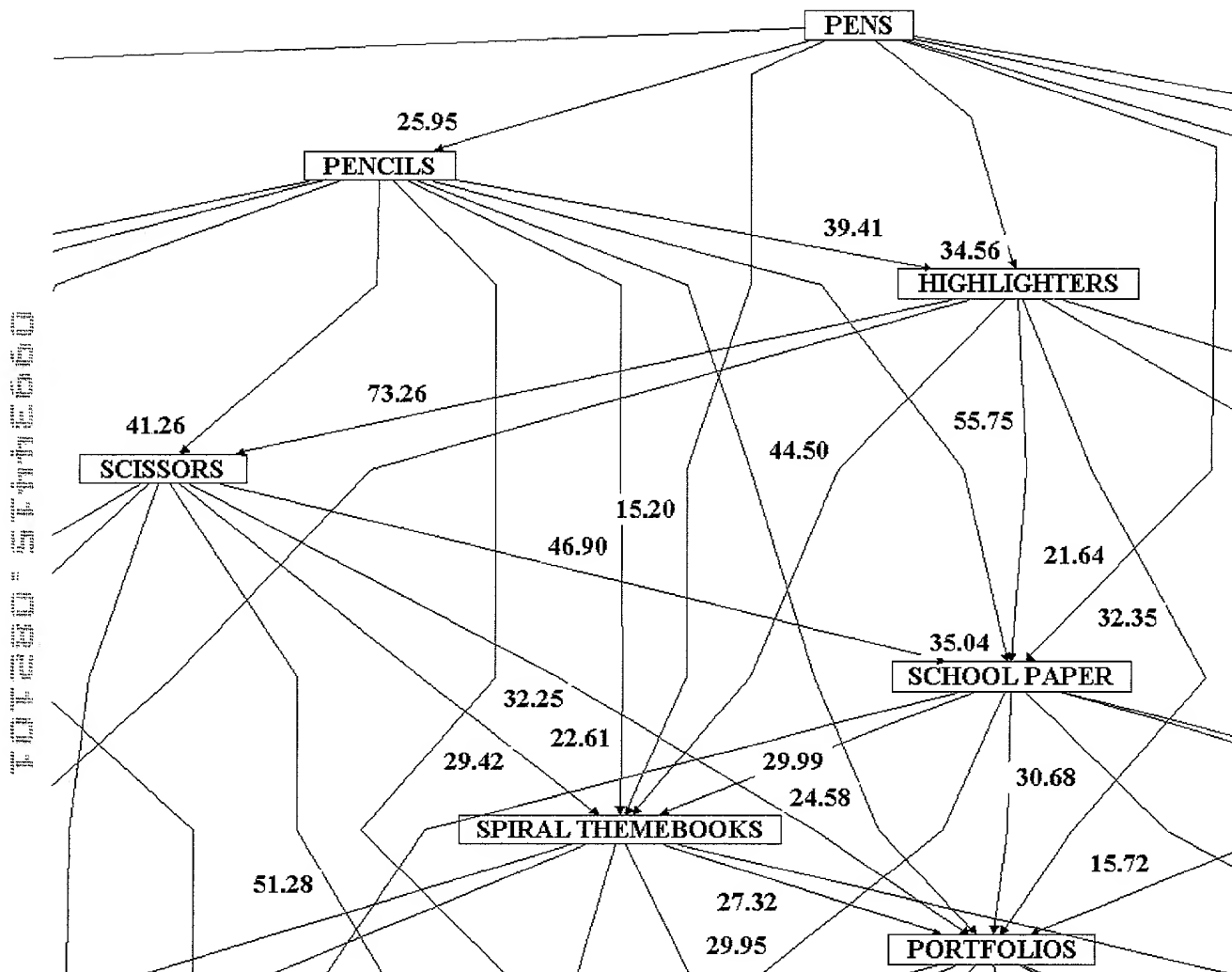


FIG. 7

FIG. 8

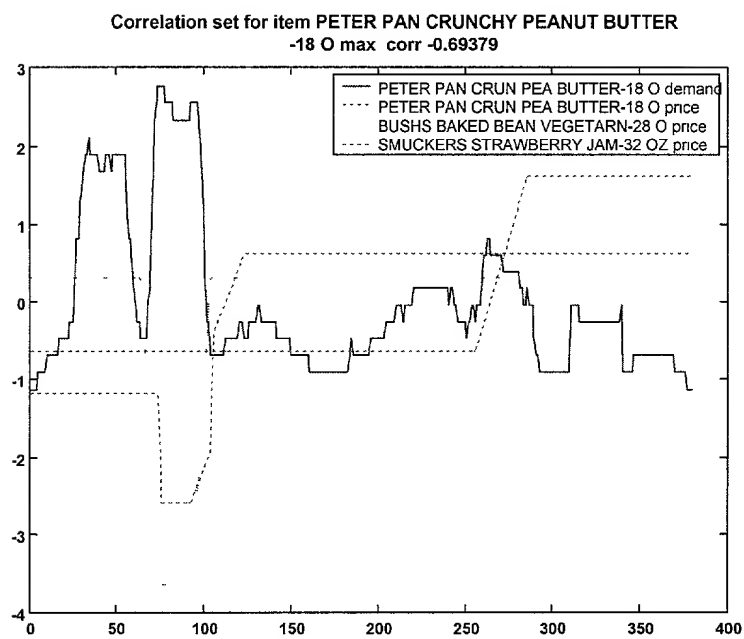


FIG. 8

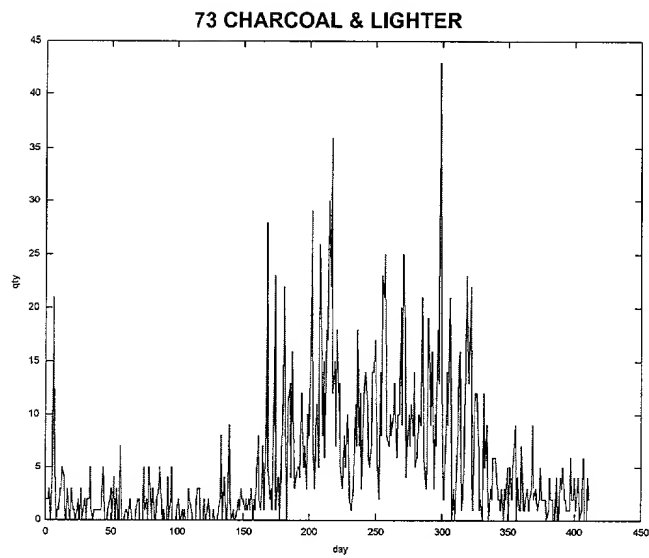


FIG. 9A

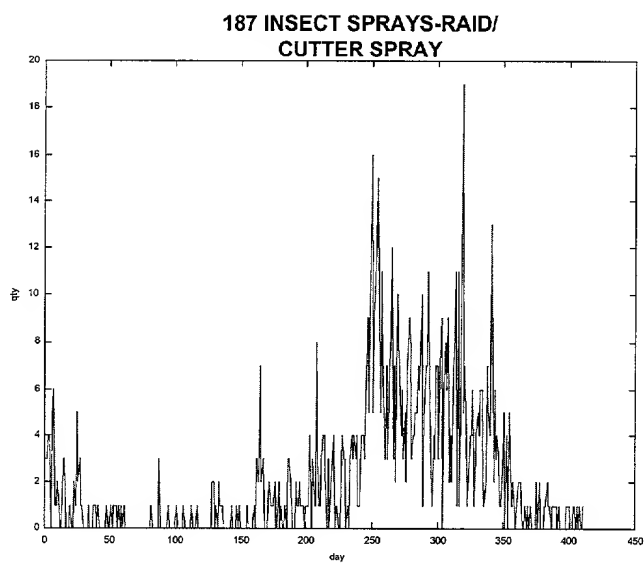


FIG. 9B

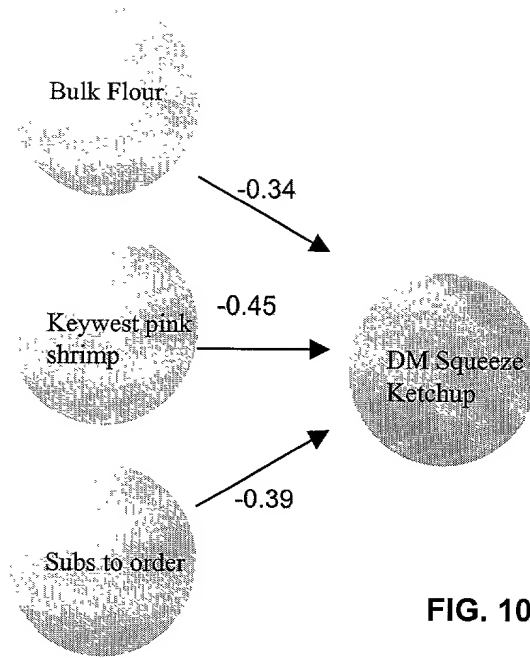


FIG. 10

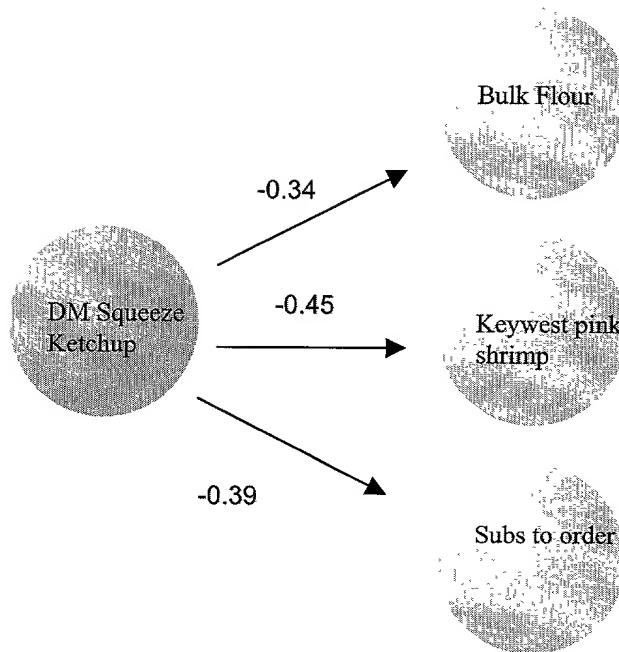
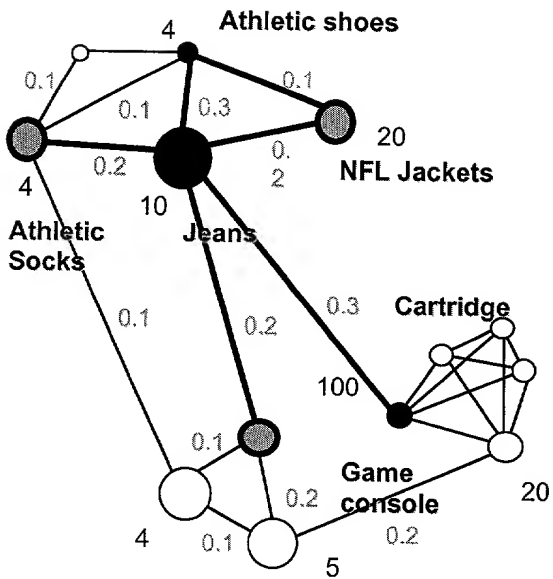
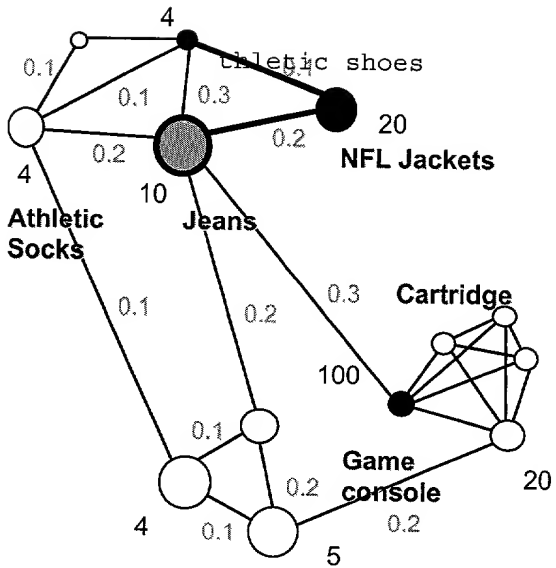


FIG. 11



Jeans: Contribution = $20 + 0.1 \cdot 4 + 0.2 \cdot 10 + \dots = 22.4$



NFL Jackets: Contribution = $10 + 0.3 \cdot 4 + 0.2 \cdot 20 + 0.2 \cdot 4 + 0.3 \cdot 100 + 0.2 \cdot 5 + \dots = 37.0$

FIG. 12